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HomeServices

NEWS RELEASE



18500 Von Karman Avenue, Suite 400
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FOR IMMEDIATE RELEASE

Prudential American Heritage Real Estate Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

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*Northwest Chicagoland brokerage is now operating as
Berkshire Hathaway HomeServices American Heritage Real Estate*

ELK GROVE VILLAGE, IL (Oct. 22, 2014) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Prudential American Heritage Real Estate has joined the network and is operating as Berkshire Hathaway HomeServices American Heritage Real Estate.

The brokerage, which is independently owned and operated, joins a Berkshire Hathaway HomeServices network that has grown to nearly 34,000 agents and 1,035 offices in 47 states since its launch in September 2013. “We are excited to be part of Berkshire Hathaway HomeServices,” said Frank Ramljak, broker/owner. “Our brand name conveys trust, integrity and intelligence and we’re proud to represent it locally.”

Ramljak said the Berkshire Hathaway HomeServices brand will resonate well with clients in all market segments and with real estate agents. “I believe real estate consumers will want to see our Berkshire Hathaway HomeServices yard signs on listings,” he explained. “For real estate professionals, this is one of the finest brand opportunities to come along in real estate.”

American Heritage Real Estate’s transition comes at an important time. Ramljak’s company in December will move to larger headquarters at 1010 Rohlwing Road in Elk Grove Village, from which it will launch a strategic growth campaign. “We will continue adding quality agents and expanding our footprint in Elk Grove Village, Itasca, Roselle, Schaumburg and surrounding areas,” Ramljak explained.

With their transition, American Heritage Real Estate agents gain access to Berkshire Hathaway HomeServices’ Global Network Platform – a robust suite of real estate tools and resources – plus professional education, business consultation, marketing support and the exclusive Luxury Collection program for high-end listings. Resources include powerful lead generation, a handy mobile app and other resources powered by the most accurate real estate data available.

“The Global Network Platform gives us still more advantages,” Ramljak said. “Our agents can’t wait to begin using these tools for even better client service.”

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Earl Lee, CEO of HSF Affiliates, welcomed the brokerage. “We’re pleased that Frank and his fine company have joined Berkshire Hathaway HomeServices,” Lee said. “American Heritage Real Estate is respected locally and will represent our brand well.”

American Heritage Real Estate will commemorate its transition tonight with a ribbon-cutting ceremony and agent celebration. The company will hold a grand-opening celebration at its new headquarters in December.

About Berkshire Hathaway HomeServices American Heritage Real Estate

American Heritage Real Estate is a full-service real estate brokerage founded in 1978. The company serves Chicago’s northwest suburbs with more than 60 agents. Visit www.bhhsamericanheritage.com for details.

About Berkshire Hathaway HomeServices

Berkshire Hathaway HomeServices, based in Irvine, CA, is a real estate brokerage network built for a new era in residential real estate. The network, among the few organizations entrusted to use the world-renowned Berkshire Hathaway name, brings to the real estate market a definitive mark of trust, integrity, stability and longevity. Berkshire Hathaway HomeServices in early 2014 was named “Real Estate Agency Brand of the Year” by consumers in the 26th annual Harris Poll EquiTrend® study of the largest real estate networks. Visit www.berkshirehathawayhs.com.

Irvine, CA-based HSF Affiliates LLC operates Berkshire Hathaway HomeServices, Prudential Real Estate and Real Living Real Estate franchise networks. The company is a joint venture of which HomeServices of America, Inc., the nation’s second-largest, full-service residential brokerage firm, is a majority owner. HomeServices of America is an affiliate of world-renowned Berkshire Hathaway Inc.

Berkshire Hathaway HomeServices received the highest numerical Equity Score among real estate brands included in the 2014 Harris Poll EquiTrend® Study. Visit www.berkshirehathawayhs.com for details.

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